

What We Do

1) Client Analysis In depth understanding of each client's current manufacturing capabilities, target markets, competitive influences and economic objectives.

2) Sales Force Development Ensures that the optimal target market(s), sales force and strategies are developed to attain desired results. Sales programs are developed and maintained throughout the relationship.

3) Product Development We understand how to translate your products features, benefits and packaging to meet each distribution channel and key accounts requirements.

4) Information Requirements We handle getting your company registered with each key account including working with your team to ensure a thorough understanding of each accounts Vendor Compliance Manual.

5) Advertising and Marketing Programs Ensures that your products are benefiting from each accounts mandatory and optional advertising and marketing programs.

6) Trade Shows Identify which trade shows make the most sense for your company.

7) Identify Target Accounts A clear road map of each key account for all your target markets.

8) Sales Presentations Unique and compelling sales presentations are developed that focus on what buyers are interested in and demand.

9) Prospect We contact, create interest, set-up meetings, close sales and develop winning programs.

10) Account Management We are your main contact with each key account. We manage all key account relationships to ensure: Buyers are happy, returns are minimized, sell through is maximized and new products and programs are at the forefront.

11) Opportunities/Challenges Identify strategies to increase sell through, profits and market share based on emerging opportunities and challenges.

12) Department Training Ensures that all vendor requirements and account service requirements are understood. Also creates operational efficiencies for client's internal departments, greater ROI and increased customer satisfaction.

13) Market Analysis Understand trends, competition, products and pricing that could impact each client along with making recommendations.

14) Analyze Sales Statistics Monitors key account sales at the SKU level to maximize sell through, minimize issues and enhance key account relationships.

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As a Category Captain Bill developed new merchandising concepts that we adopted chain wide and resulted in the #1 selling SKU in all of our US stores.”

Dietrich Schrader
Buyer, Wal-Mart Stores, Inc.

\$1.4+ Trillion and Counting